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Message Text

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TAGS: OCON, XG, MX, UR, BR, TW, JA

SUBJECT: 1977 TRADE CENTER DIRECTORS' CONFERENCE AGENDA,
PRESENTATION ASSIGNMENTS AND TRAVEL FUNDING, JULY 25-30

REF: USDOC 5154

FOR TRADE CENTER DIRECTORS

I. CONFERENCE AGENDA AND DIRECTORS' TOPIC PRESENTATION

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ASSIGNMENTS ARE AS FOLLOWS:

(1) SUNDAY, JULY 24, 1830-2000: ICEBREAKER RECEPTION AT THE TRADE CENTER FOR CONFERENCE PARTICIPANTS AND EMBASSY ONLY.

(2) A. MONDAY, JULY 25, 0815, ARRIVE AT TRADE CENTER; 0830-0900, CALL TO ORDER - ANNOUNCEMENTS - ASSIGNMENTS OF WORKING GROUPS - RICHARD GARNITZ, DIRECTOR, OFFICE OF INTERNATIONAL MARKETING AND CONFERENCE CHAIRMAN; 0900-0915, WELCOME AND OFFICIAL OPENING - AMBASSADOR BREWSTER; 0915-0945, KEYNOTE ADDRESS - THE ADMINISTRATION'S NEW DIRECTIONS IN EXPORT PROMOTION - DEPUTY ASSISTANT SECRETARY FOR INTERNATIONAL COMMERCE - W. DEAN MORAN; 0945-1015, QUESTIONS AND ANSWERS; 1015-1030, COFFEE BREAK; 1030-1100, OFFICE OF

INTERNATIONAL MARKETING - PROGRESS OF TRADITIONAL AND DEVELOPMENT OF NEW PROGRAMS - PROMOTION AND INFORMATION - RICHARD GARNITZ, CONFERENCE CHAIRMAN; 1100-1130, QUESTIONS AND ANSWERS; 1130-1145, STATE PERSPECTIVES ON THE TRADE CENTER PROGRAM - DIRECTOR OF THE OFFICE OF COMMERCIAL AFFAIRS - DEPARTMENT OF STATE; 1145-1200, QUESTIONS AND ANSWERS; 1200-1230, COMMERCIAL SECTION/TRADE CENTER RELATIONSHIPS - COMMERCIAL COUNSELOR, AMERICAN EMBASSY, LONDON; 1230-1300, QUESTIONS AND ANSWERS; 1300-1430, LUNCH.
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B. 1430-1515, BUSINESSMAN'S PANEL - "THE OTHER SIDE OF THE COIN" - MEMBERS OF THE PARTICIPATING BUSINESS COMMUNITY VIEW THE TRADE CENTER PROGRAM - PANEL MEMBERS TO INCLUDE REPRESENTATIVES OF AMERICAN/BRITISH C OF C, AGENT OF AMERICAN FIRMS, REPRESENTATIVE OF MULTI-NATIONAL U.S. CORPORATION FAMILIAR WITH OIM SERVICES; 1515-1545, DISCUSSION; 1545-1600, COFFEE BREAK; 1600-1630, PRESENT STATUS OF AND PROGNOSIS FOR THE TRADE CENTER PROGRAM - RICHARD GARNITZ; 1630-1700, QUESTIONS AND ANSWERS; 1700-1730, THE ROLE OF TRADE DEVELOPMENT OFFICES IN NON-MARKET ECONOMIES - JAMES MURRIN - DIRECTOR OF OFFICE OF EAST-WEST TRADE DEVELOPMENT, BUREAU OF EAST-WEST TRADE; 1730-1800, DISCUSSION; 2000-2200, FIRST MEETING OF WORKING GROUPS.

(3) A. TUESDAY, JULY 26, 0815, ARRIVE AT TRADE CENTER; 0830-0845, CALL TO ORDER - ANNOUNCEMENTS AND INTRODUCTION TO THE DAY'S AGENDA - RICHARD GARNITZ, CONFERENCE CHAIRMAN; 0845-1030, MANAGEMENT TECHNIQUES - AN EXPOSURE TO DIBA'S NEW MANAGEMENT DEVELOPMENT PROGRAM - DALE CROSSMAN - DEPARTMENT OF AGRICULTURE GRADUATE SCHOOL; 1030-1045, COFFEE BREAK; 1045-1245, MANAGEMENT TECHNIQUES - SESSION II; 1245-1400, LUNCH; 1400-1530, MANAGEMENT TECHNIQUES - SESSION III; 1530-1545, COFFEE BREAK; 1545-1700, MANAGEMENT TECHNIQUES - SESSION IV; 2000-2200,

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MANAGEMENT TECHNIQUES - SESSION V.

(4) A. WEDNESDAY, JULY 27, 0815, ARRIVE AT TRADE CENTER; 0830-0845, CALL TO ORDER - ANNOUNCEMENTS AND INTRODUCTION TO THE DAY'S AGENDA - "PROGRAMS, CONCEPTS AND DIRECTIONS"- RICHARD GARNITZ, CHAIRMAN;

B. WORKING GROUP - BRUCE STRONG, CHAIRMAN, EDWARD HEISER, NICK HEFLIN, GEORGE CLAUSEN, WILLIAM SCHRAGE AND WILLIAM WHITMAN.

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C. 0845-0930, THE INTERNATIONAL MARKETING CENTER CONCEPT AND EXPERIENCE TO DATE; 0930-1030, DISCUSSION; 1030-1045, COFFEE BREAK; 1045-1115, EFFECTIVE UTILIZATION OF TRADE

CENTERS IN COUNTRIES WITH SIGNIFICANT IMPORT CONTROLS OR OTHERWISE RESTRICTED MARKETS; 1115-1200, QUESTIONS AND ANSWERS; 1200-1330, LUNCH.

D. 1330-1430, THE ROLE OF THE MULTI-FIRM BSP - HOW IT HAS EVOLVED - ITS BENEFITS AND PROBLEMS; THE POSSIBLE ROLE OF OIM'S OPERATIONAL PLANNING DIVISION IN PROMOTING BSP'S THROUGH ASSOCIATIONS AND INDUSTRIES; POLICY AS TO PROFIT MAKING AT BSP EVENTS BY NON-PROFIT GROUPS SUCH AS TRADE ASSOCIATIONS - DEVELOPMENT OF BSP-JEEP'S THROUGH FIELD OFFICE SUPPORT; OTHER IDEAS; 1430-1500, OPEN DISCUSSION; 1500-1515, PRODUCT MARKETING SERVICES - PMS - STRENGTHS AND WEAKNESSES; 1515-1545, OPEN DISCUSSION; 1545-1600, THE COLLOQIUM TECHNIQUE - SEMINARS AND SIMILAR EVENTS IN CONNECTION WITH TRADE CENTER EXHIBITIONS - PROS AND CONS; 1600-1630, OPEN DISCUSSION; 1630-1645, COFFEE BREAK.

E. 1645-1800, NEW THOUGHTS AND IDEAS - A LOOK AT FORMALIZA-TION OF ASSISTANCE SERVICE TO U.S. FIRMS WISHING TO PARTICIPATE IN INTERNATIONAL FAIRS IN TRADE CENTER MARKETS; ALTERNATIVES TO REGULAR SHOWS IN SPECIALIZED OR NEW THEME AREAS. (INTRODUCTION OF NEW TECHNOLOGY DOESN'T NECESSARILY LEND ITSELF TO CURRENT REQUIREMENTS FOR REGULAR SHOWS); REVITALIZATION OF JEEP PROGRAM AS MEANS OF ALLEVIATING EVENT CONFLICT PROBLEM AND SERVICING MANAGERS IN INDUSTRIAL THEMES THAT WILL NOT SUPPORT USUAL NORM OF SIXTEEN PAS FOR A REGULAR SHOW; OTHER IDEAS.

(5) A. THURSDAY, JULY 28, 0815, ARRIVE AT TRADE CENTER; 0830-0845, CALL TO ORDER - ANNOUNCEMENTS AND INTRODUCTION TO DAY'S AGENDA - "OPERATIONS - PROMOTION TECHNIQUES AND PROCUREMENT" - RICHARD GARNITZ.
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B. WORKING GROUP - ARTHUR POTHUISJE, CHAIRMAN, CHARLES SHAW, BROOKS RYNO, HENNING VONTILLIUS, AND EDWARD KINNEAR.

C. 0845-0900, EXHIBITION PROMOTION - THE CONCEPT OF A MULTIPLE TRADE CENTER PROMOTION CONTRACT - RICHARD GARNITZ; 0900-1000, MULTI TRADE CENTER MARKET PROMOTION - A PRESENTATION - SUCCESSFUL BIDDER FOR MARKET PROMOTION CONTRACT; 1000-1030, OPEN DISCUSSION; 1030-1045, COFFEE BREAK; 1045-1230, A REVIEW AND DISCUSSION OF TRADE CENTER PROMOTIONAL DEVICES AND TECHNIQUES IN LIGHT OF INCREASING COSTS; 1230-1430, NO HOST LUNCH - GUESTS - MEMBERS OF THE EXHIBITION BRANCH, BRITISH BOARD OF TRADE - "AN EXCHANGE OF VIEWS";

D. 1430-1515, TRADE CENTER PROCUREMENT - NEW INCENTIVES AND DEGREE OF TRADE CENTER INVOLVEMENT; TRADE CENTER ROLE IN OBTAINING COOPERATION OF OTM FIRMS IN FACE OF EXCESSIVE EXHIBITOR CONTRIBUTIONS AND INCREASING COMPETITION FOR EXHIBITORS' PROMOTIONAL MONIES BY PRIVATE TRADE FAIRS AND OVER EVENTS; TRADE CENTER PROCUREMENT TECHNIQUES WHICH MAY BE OF BENEFIT TO OIM PROCUREMENT EFFORTS; TECHNIQUES FOR AGENT/DISTRIBUTOR CULTIVATION FOR BSP RECRUITMENT; 1515-1600, OPEN DISCUSSION, PROCUREMENT; 1600-1615, COFFEE BREAK; 1615-1645, THE SHOW PROMOTION OFFICER - IDENTIFICATION, INDOCTRINATION AND TRAINING, PROPER UTILIZATION; 1645-1700, OPEN DISCUSSION; 1700-1730, A REVIEW OF REP FIND TECHNIQUES; 1730-1800, OPEN DISCUSSION; 2000-2200, SECOND MEETING OF WORKING GROUPS.

(6) A. FRIDAY, JULY 29, 0815, ARRIVE AT TRADE CENTER; 0830-0845, CALL TO ORDER - ANNOUNCEMENTS AND INTRODUCTION TO DAY'S AGENDA - "THE WASHINGTON CONNECTION" - RICHARD GARNITZ.

B. WORKING GROUP - GEORGE BORROWMAN, CHAIRMAN, WALTER

STADTLER, ROBERT FARRAND AND IVAN COSIMI.

C. 0845-0915, BIC/OIM RESOURCES, A REPORT ON TRADE CENTER OPERATIONS - PROBLEMS AND SOLUTIONS - JAMES MOORHOUSE; 0915-0945, OPEN DISCUSSION; 0945-1000, TRADE CENTER UTILIZATION - TIME FOR CHANGE IN CRITERIA OF MEASUREMENT? SHOULD TRADE CENTER PERFORMANCE IN DISSIMILAR MARKETS BE MEASURED SIMILARLY?; 1000-1030, OPEN DISCUSSION, 1030 - 1045, COFFEE BREAK; 1045-1100, REPORTING - A BRIEF REVIEW OF TRADE CENTER REPORTING REQUIREMENTS TOO MUCH OR TOO LITTLE? TWO WAY STREET - 12 MONTH CHECK ON EXHIBITOR REPORTS AND FEEDBACK TO TRADE CENTERS; 1100-1130, OPEN DISCUSSION;

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D. 1130-1245, RELATIONSHIPS - DISCUSS PROS AND CONS OF RENAMING AND RESTRUCTURING TRADE CENTER DIRECTOR ROLE TO INCLUDE, UNDER AEGIS OF THE TRADE CENTER, ALL EXPORT PROMOTION FUNCTIONS, OF TRADE CENTER'S OPERATION, TRADE FAIRS, TRADE MISSIONS, IN-STORE PROMOTIONS, AND PROVIDE TC'S WITH NECESSARY STAFFING FOR THIS ROLE; DISCUSSION OF PROS AND CONS OF CO-LOCATING DEPARTMENT OF STATE COMMERCIAL SECTION WITH TRADE CENTERS WHEREVER THE LATTER EXISTS. IS IT TIME TO MAKE A MAJOR COOPERATIVE EFFORT TO ELIMINATE THE ANOMALY OF SEPARATE OPERATIONS IN SOME MAJOR MARKETS SO THAT THE EFFECTIVENESS OF EACH CAN BE ENHANCED? REVIEW OF THE TRADE CENTER/EMBASSY COMMERCIAL

SECTION RELATIONSHIP. WHAT MAKES IT WORK BEST? DOES CO-LOCATION WITH A TRADE CENTER IMPROVE SERVICE TO THE BUSINESS COMMUNITY? THE TRADE CENTER DIRECTORS' RELATION-SHIP TO THE COUNTRY MARKETING MANAGER. WHAT SHOULD IT BE?

E. 1245-1415, LUNCH; 1415-1545, PLANNING AND SCHEDULING; WAYS TO IMPROVE THEME DEVELOPMENT; VIEWS ON THE REESTABLISHMENT OF A REALISTIC PROGRAM FOR LONGER LEAD

TIMES; SCHEDULING TO REFLECT THE NEEDS OF AN AMERICAN BUSINESS COMMUNITY TO A PINPOINTED USE OF RESOURCES IN MARKETS WITH GREATEST POTENTIAL; EXHIBITOR CONTRIBUTIONS - CAUSES AND EFFECTS; (REMAINDER OF AFTERNOON FREE).

(7) SATURDAY, JULY 30, 0845, ARRIVE AT TRADE CENTER, 0900-CALL TO ORDER - ANNOUNCEMENTS - RICHARD GARNITZ, DIRECTOR; 0910-1030, A REVIEW OF TEAM FINDINGS AND VOTING ON RECOMMENDATIONS; 1030-1045, COFFEE BREAK; 1045-1200, REVIEW OF TEAM FINDINGS AND VOTING ON RECOMMENDATIONS; 1200-1230, CLOSING REMARKS - RICHARD GARNITZ.

II. BASED ON SUGGESTIONS ARISING FROM LAST CONFERENCE, EACH DAY'S AGENDA FOR JULY 27, 28 AND 29 WILL BE HANDLED BY AN ASSIGNED WORKING GROUP WHICH WILL BE RESPONSIBLE FOR PRESENTING EACH AGENDA ITEM ON THEIR DAY AND FOR PREPARING THE RECOMMENDATIONS ARISING FROM THEIR ASSIGNED DAY'S SESSION WHICH WILL BE VOTED ON SATURDAY, JULY 30. EACH WORKING GROUP WILL HAVE THE OPPORTUNITY TO MEET PRIOR TO THEIR DAY'S SESSION TO REVIEW THE AGENDA AND PREPARE COMBINED PRESENTATIONS AND/OR MAKE SUBJECT ASSIGNMENTS WITHIN THE GROUP FOR INDIVIDUAL AGENDA ITEMS. TRADE CENTER DIRECTORS SHOULD THEREFORE COME TO CONFERENCE PREPARED TO HANDLE ANY AND ALL ITEMS ON THEIR ASSIGNED DAY. EACH PARTICIPANT WILL RECEIVE UNDER SEPARATE COVER FOR REVIEW THE AGENDA RECOMMENDATIONS OR QUESTIONS SUBMITTED BY TRADE CENTER DIRECTORS AS RELATES TO THEIR GROUPS AND AGENDA ASSIGNMENTS. ALL TRADE CENTER DIRECTORS EXPECTED

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TO TAKE ACTIVE PART IN ALL ENSUING DISCUSSIONS. IF THERE ARE ANY QUESTIONS ON THIS APPROACH OR ON ANY OTHER MATTER CONCERNING THE SUBJECT CONFERENCE, CONTACT JAMES LEFEAVER, 377-5655.

III. EXCEPTING THE CASE OF TRADE CENTER DIRECTOR TEHRAN, VIENNA, WARSAW AND MOSCOW, TRAVEL COSTS AND PER DIEM CONNECTION ATTENDING SUBJECT CONFERENCE TO BE CHARGED TO UNCLASSIFIED

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SYMBOL 13X1250 APPROPRIATION CODE J/701/4011-40/14-24, AND TRANSFERRED TO COMMERCE BY FS-477. TRAVEL ORDERS TO BE ISSUED BY THE RESPECTIVE FOREIGN SERVICE POSTS. FOR TEHRAN, VIENNA, WARSAW AND MOSCOW, TRAVEL AND EXPENSES TO

BE CHARGED TO TRAVEL BUDGETS RESPECTIVE TRADE CENTERS OR TRADE DEVELOPMENT OFFICES. POSTS TO ISSUE TRAVEL ORDERS.

IV. FOR LONDON - PLEASE ARRANGE FOR SECRETARIAL ASSISTANCE TO EACH WORKING GROUP FOR WORK, REVIEW AND RECOMMENDATION SESSIONS. FURTHER WE WILL REQUIRE STENOGRAPHIC ASSISTANCE AT ALL SESSIONS EXCEPT TUESDAY NOT FOR VERBATIM TRANSCRIPT BUT TO RECORD KEY DECISIONS, NEW IDEAS, SALIENT POINTS, ETC. OFFICIAL EXPENSES FOR EQUIPMENT OR SERVICES FOR SUBJECT CONFERENCE CHARGEABLE TO SYMBOL AND APPROPRIATION CITED PARA 3 ABOVE. PLEASE SUBMIT ESTIMATE OF SUCH REQUIREMENTS SOONEST.

V. DUE TO THE JUBILEE YEAR CELEBRATIONS IN LONDON, HOTEL RESERVATIONS ARE EXPECTED TO BE TIGHT. IT WOULD BE APPRECIATED IF ALL PARTICIPANTS ADVISE LONDON TC THEIR HOTEL REQUIREMENTS AND TRAVEL PLANS AS EARLY AS POSSIBLE.

VI. FOR SYDNEY - ATTENDANCE AT CONFERENCE BY SYDNEY TRADE CENTER DIRECTOR SUBJECT TO POSITIVE DECISION BY THE U.S. SENATE TO KEEP SYDNEY TRADE CENTER OPEN. SHOULD THIS OCCUR, ZETTLER WILL BE ASSIGNED TO WORKING GROUP HANDLING ITEMS ON JULY 28. VANCE

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